

**CITY OF GOODYEAR
CITY COUNCIL ACTION FORM**

SUBJECT: Adopt Goodyear Image
Committee's Recommendation for image
statement, core values and slogan for the City
of Goodyear

STAFF PRESENTER: Paula Ilardo
COMPANY
CONTACT: Jamie Cavalier, Committee
Facilitator

RECOMMENDATION:

Adoption of the final report from the Goodyear Image Committee which recommends an image statement, core values and slogan for the City of Goodyear to use to promote itself in the future.

COMMUNITY BENEFIT:

If the image, core values and slogan are adopted by the City Council, it is the belief of the members of the Image Committee that the City of Goodyear will be able to maintain and even improve the quality development which is taking place in Goodyear. They believe the image statement, values and slogan will be used by Council as criteria by which to guide future development and project improvements so that Goodyear will become a great community that meets the needs of the vast majority of its residents.

DISCUSSION:

The image developed by the Committee is based on what stakeholders consider worthwhile and it provides a broad, theoretical framework that can position Goodyear for the future. The Committee reflected on the underlying principles that are embedded in that image statement and crafted a set of core values that will serve as parameters by Council for future decision making. The recommended slogan is a concise, short, simple representation of both the image and values that captures the heart and soul of the city and can be used to promote Goodyear.

These elements – the image statement, core values and slogan – are only meaningful when the ideals expressed become reality. As a bridge between the conceptual and the concrete, Image Committee members determined those amenities in nine major city venues that would allow Goodyear to be sustainable for future generations. The types of venues included: City Center, libraries, neighborhoods, parks, etc.

The top ten most mentioned sustainability elements identified at the four stakeholder meeting are included in the final report to help give the Council direction as they make decisions on projects in the future.

The Committee recommends that the City incorporate these elements into any promotion it does in the future to attract business, industry and resident to Goodyear. The recommendation is also for the Council to shape all future policy by the image, values and


slogan and to incorporate the sustainability elements identified the Committee when approving new and remodeled projects.

FISCAL IMPACT:

Most of the Committee's recommendations on how to incorporate the slogan into City promotional collateral materials would not add to the cost of the projects. However, one of the key recommendations of the committee is to engage a marketing and communications firm to develop strategies that would utilize the image and slogan to attract business, industry and residents to Goodyear. If this were implemented there would be a cost of hiring the marketing firm as well as the cost of any paid advertisements that were used to attract business. None of these costs are currently budgeted.

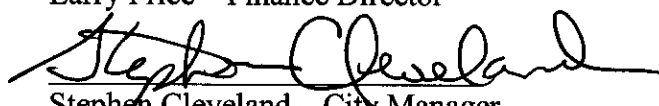
REVIEWED BY:


Grant Anderson – Deputy City Manager

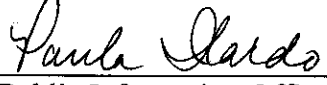

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PREPARED BY:


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**Please review information attached to the
worksession agenda.**